



Adult Reengagement

Technical Team Meeting

July 31, 2017





AGENDA

10:00 AM	Introductions
10:15 AM	Review focus group feedback
10:30 AM	Review example websites
10:45 AM	Discuss potential website features and functions
11:45 AM	Lunch
11:55 AM	Vendor information sharing
12:25 PM	Scope of the tool
12:55 PM	Review outcomes: accomplishments, decisions, assignments

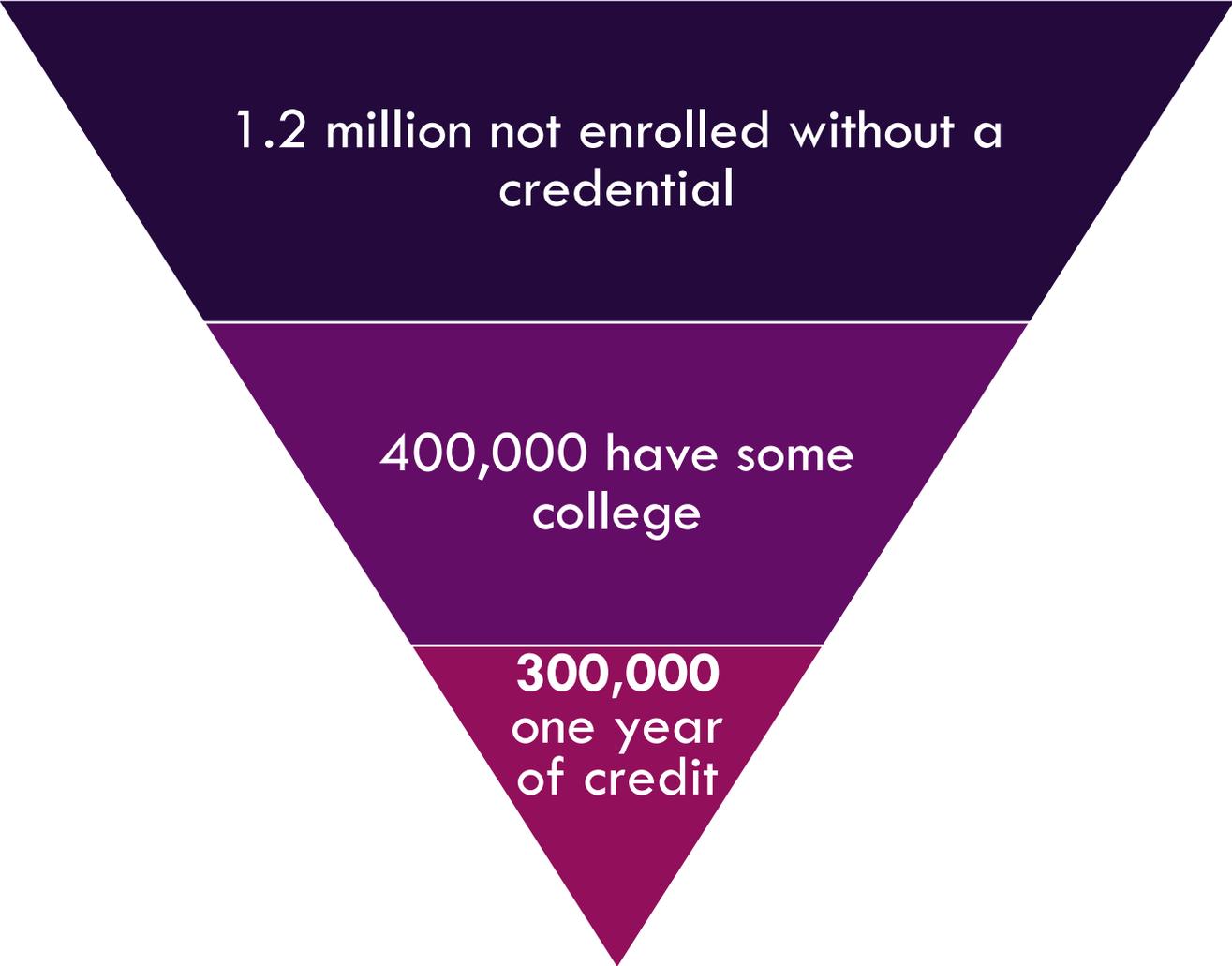
INTRODUCTIONS

Randy Spaulding, Director of Academic Affairs &
Policy





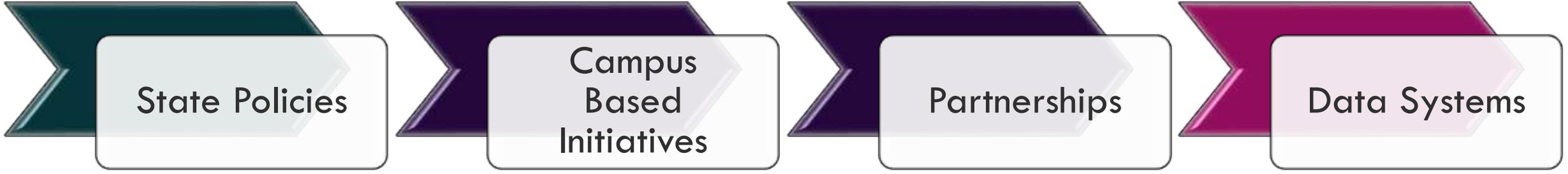
CREDITS WITHOUT A CREDENTIAL



Source: WSAC analysis of American Community Survey, 2009-2013 5-Year Estimates.



LEVERAGE SUCCESSFUL EFFORTS



State Policies

Campus
Based
Initiatives

Partnerships

Data Systems



FRAMEWORK APPROACH SHOULD:

Ensure students are successful on their next attempt

Respect institutions' business practices

Be cost effective

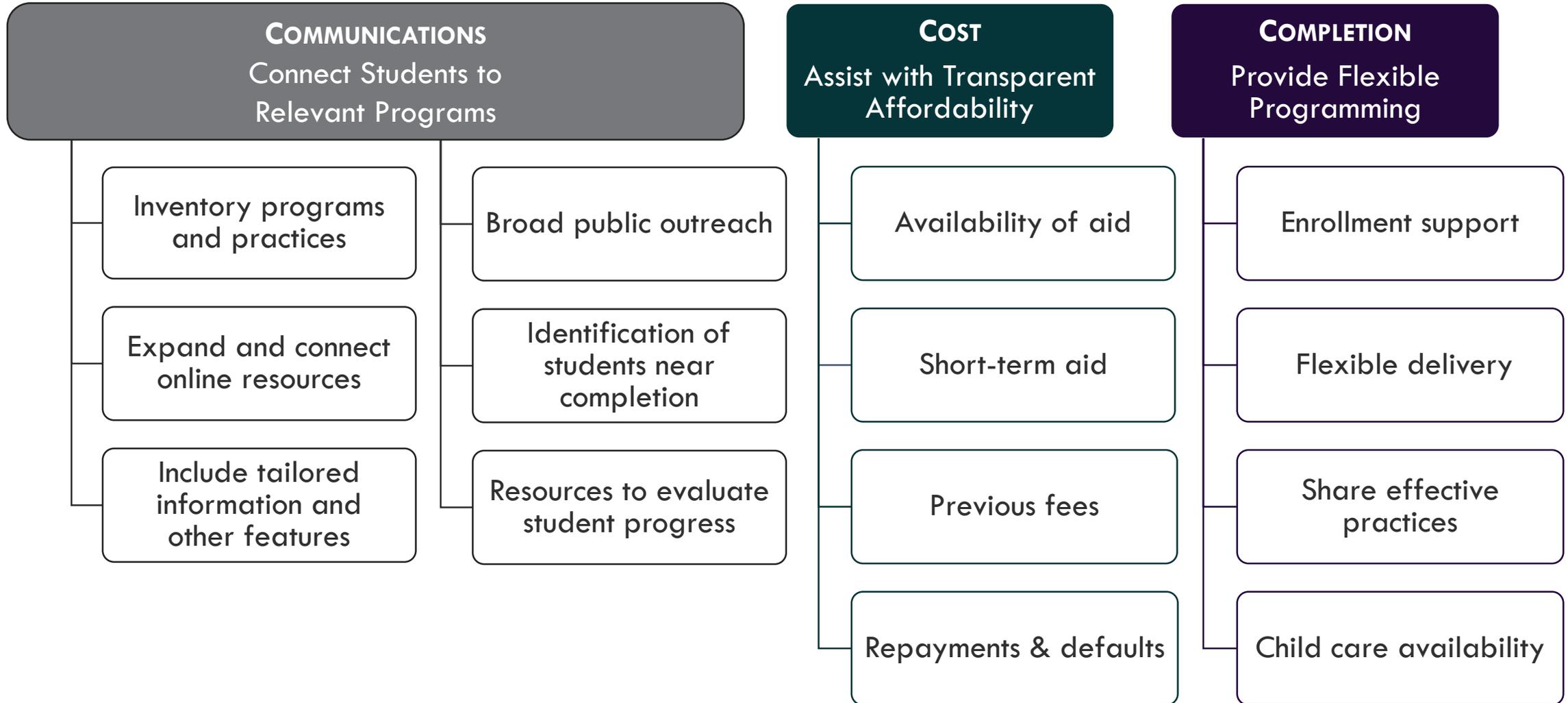
Engage broad participation

Highlight and expand local efforts

Connect students to programs



WASHINGTON ADULT REENGAGEMENT FRAMEWORK





TECHNICAL TEAM

WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION • OPPORTUNITY • RESULTS

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ADULT REENGAGEMENT

The Washington Adult Reengagement Framework will provide the infrastructure and support for adults without a degree or meaningful postsecondary credential to achieve their academic and career goals, earn a living wage, and contribute to Washington's job economy.

The Need for Action

Though many adults understand the benefits of higher education, significant barriers stand in their way. For example, financial concerns and family obligations make it hard to return to college. These same barriers can result in further delays or abandonment of their educational aspirations.

If Washington adults do not have accessible and affordable options for postsecondary education, they risk continued underemployment without the many benefits that come from earning a postsecondary credential.

Pathways for Returning Adults

The completion of a postsecondary credential is critical for participation and success in the 21st century economy. Empowering adults to return to the classroom, complete their credential, and advance in their careers can have profound benefits on Washington's families, our communities, and state's economic and social health.

The Critical Framework Components

The following three components are critical to the development of an Adult Reengagement Framework:

1. The **communications** component develops an online tool, leverages existing tools, and implements targeted outreach to connect returning adults to programs.
2. The **aid** component addresses affordability-related barriers, including access to financial aid and prior debt accumulation.
3. The **navigation** component supports the development of regional, career-focused, adult-friendly pathways, addresses enrollment barriers, and expands supports to returning adult students.

Washington is Ready

Washington, with its strong foundation of work and commitment to an inclusive and responsive higher education system, is well-positioned to develop a Framework to reengage adult learners. Washington:

- Ranks first in the nation in need-based financial aid per undergraduate enrollment.
- Serves nearly 70,000 students (over 42 percent aged 25 or older) through the State Need Grant.
- Provides strong pathways for transfer students and returning students, including policies to support students in receiving credit for prior learning.
- Supports a number of policies that increase the access to and the affordability of higher education.

Primed for Success

To meet this need for skilled employees, Washington adopted a goal of at least 70 percent of all adults (ages 25-64) completing a postsecondary certificate or degree. Work on the Adult Reengagement Framework is an essential step to reaching the educational attainment goal.

Success will hinge on continued partnerships with key stakeholders from higher education, businesses and employers, targeted regions of the state, state agencies, and policy makers, who together will strengthen and define our shared commitment to serving adult students.

Leaders and Agencies Advisory Team People and Resources

Technical Team

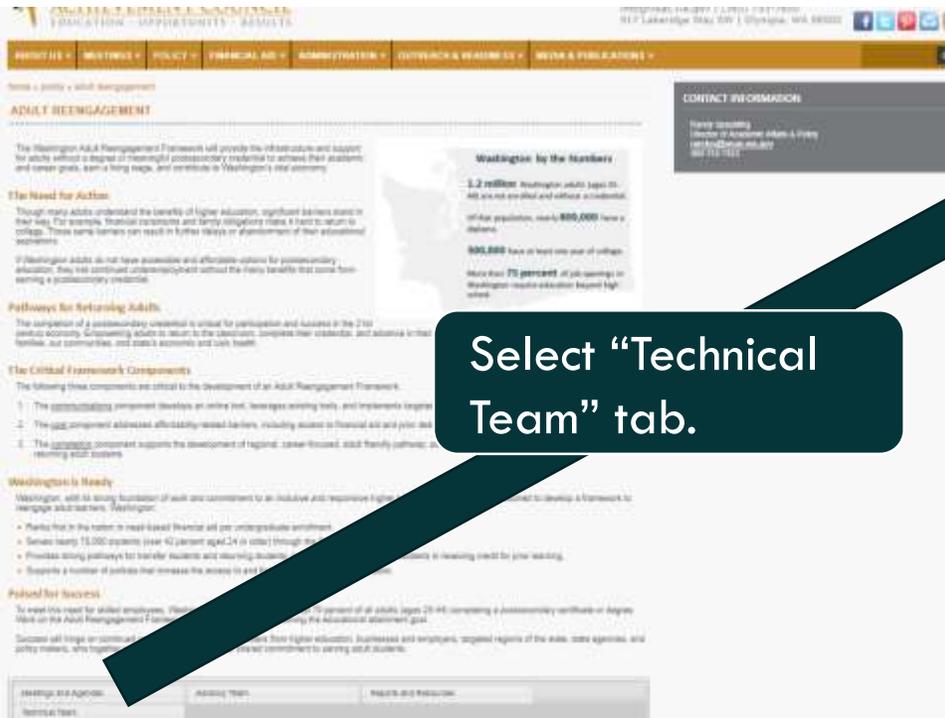
CONTACT INFORMATION

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TECHNICAL TEAM



Select "Technical Team" tab.

www.wsac.wa.gov/adult-reengagement

agencies, and policy makers, who together will strengthen and define our shared commitment to serving adult students.

Meetings and Agendas	Advisory Team	Reports and Resources
<p>Technical Team</p> <p>Team Members</p> <p>Allan Atienzo, Independent Colleges of Washington</p> <p>Anne Cubille, Central Washington University</p> <p>Bob Collins, Western Governor's University</p> <p>Boyoung Chae, State Board for Community and Technical Colleges</p> <p>Caryn Ragimbal, Bellingham Technical College</p> <p>Deb Gilchrist, Pierce Community College</p> <p>Elizabeth Lewis, University of Washington</p> <p>George Freeman, The Evergreen State College</p> <p>Gil Mendoza, Office of the Superintendent of Public Instruction</p> <p>Jenee Myers Twitchell, University of Washington</p> <p>Jerad Sorber, Grays Harbor College</p> <p>Jessica Hunnicutt, University of Washington</p>		

Technical Team Member List

ADULT REENGAGEMENT FOCUS GROUPS





BACKGROUND

- Conducted in the spring of 2017 by Western Washington University.
- Primary goal was to understand the needs and decision making processes of adults aged 25 to 44 regarding postsecondary education.
- Participants enrolled in higher education, or had been but were not currently.
- Six focus groups and eleven phone interviews.
 - Focus groups two each: Seattle, Spokane, and Walla-Walla. Interviewees from above cities, emphasis on Olympic Peninsula and Aberdeen/Shelton/Olympia regions.



SUMMARY: MOTIVATIONS & BARRIERS

Motivation and perceived value of education

- Desire to increase earnings (economic need, realization more education = more opportunities).
- Example to children.
- Encouraged by family, friends and counselors.

Barriers

- Financial
- Family/Work-life balance
- Discouragement



SUMMARY: PREFERRED LEARNING FORMAT



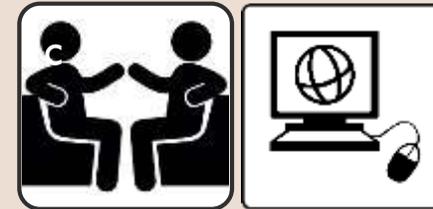
Face-to-face

- Real-time interaction and feedback valued, though impractical due to family and work schedule demands.



Online

- Flexibility and opportunity to self-pace valued, though lagged response time is problematic. Ideal model for those described as "self-starters."



Hybrid

- Acceptable by all; offers best of both worlds.



SUMMARY: SEARCHING FOR INFORMATION

Searches begin with awareness.

Social media, community events, and workplace presentations.



Initial searches for all programs were internet-based.

Endorsed internet searches and telephone calls, followed by campus visits.



Greater clarity and simplicity of websites are needed.

Statewide website valued and desired.

REVIEW EXAMPLE WEBSITES





Washington DC

[311 Online](#) [Agency Directory](#) [Online Services](#) [Accessibility](#)



Mayor Muriel Bowser

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Office of the State Superintendent of Education

Listen



Adult College Completion Initiative (ACC)

The Adult College Completion Initiative

The Office of the State Superintendent's (OSSE) Adult College Completion (ACC) Initiative seeks to encourage first-time adult college students and adult learners who attended college and left without obtaining a degree to earn postsecondary credentials.

Adult learners often face various challenges that keep them from completing their postsecondary goals. In January of 2014, OSSE convened a working group comprised of ten adult-friendly community and postsecondary partners, aimed at providing stronger institutionalized and community-based support for adult learners. The working group designed a district-wide campaign to educate adult learners about the available paths for college completion.

The ACC Initiative helps promote a collaborative approach to increasing adult college completion and brings the student-centered perspective to the forefront of college completion work.

ACC Working Group Members:

Academy of Hope

DC College Access Program: Retention Services (DC-CAP)

Maya Angelou Public Charter School



Office Hours

Monday to Friday, 8:30 a.m.-5 p.m.

Connect With Us

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READY TO RECONNECT? LET'S GET STARTED!

Whether it's time to get serious about returning to school or you're starting to plan for your undergrad adventure, we've got you covered.



RETURNING TO FINISH A DEGREE

Explore your interests, see what credits you may already have, discover your options and find a school and how to pay for it. There is no better time than now to finish your degree.



GOING TO COLLEGE FOR THE FIRST TIME

Do you want to increase your earning power? Prepare for a different career? Learn something new? Explore ways to help you choose the right school so you can enjoy an ROI that will last a lifetime without



VETERANS AND SERVICE MEMBERS

Applying to a college is not so different for a veteran compared to any other student. There are just a few extra considerations. And luckily, you should have quite a few resources.



Completion College Consortium

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College Completion Made Easy

GET STARTED

It Starts With A Question

ADULT REENGAGEMENT WEBSITE: POTENTIAL FEATURES & FUNCTIONS





IDENTIFIED FEATURES & FUNCTIONS

FEATURES

- What does the website offer/do?
 - Guidance counseling
 - Program information
 - Resources
 - Social media integration

FUNCTIONS

- How does it operationalize the identified features?
 - Method of inputs/output
 - Sliders, widgets, comparison tabled results, filter options, etc.
 - Crosswalk to existing resources
 - Campus websites
 - Community-based organizations
 - FAFSA/WASFA

VENDOR INFORMATION SHARING



DEFINING THE SCOPE OF THE TOOL



SUMMARIZE MEETING
& REVIEW OUTCOMES

